

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Green Bakery

Northwest Wisconsin Manufacturing Outreach Center

A Bakery is Born

Client Profile:

Green Bakery, a wholesale cooperative bakery, produces organic, vegan and gluten-free breads using ancient-style grains and legumes. Green Bakery breads are currently available at stores in Wisconsin and Minnesota. Located in Colfax, Wisconsin the company employs 4 people.

Situation:

Green Bakery's owners wanted to start a bakery to serve a unique niche. They were aware of a nearby supermarket chain that had been struggling to locate quality, gluten-free breads with no preservatives. However, none of Green Bakery's owners had commercial baking experience. Co-owner Ann Woods contacted Dr. Renee Surdick, Research Specialist with the University of Wisconsin-Stout (UW-Stout) Discovery Center, and Ted Theyerl, Project Manager for the Northwest Wisconsin Manufacturing Outreach Center (NWMOC), a NIST MEP network affiliate, for assistance.

Solution:

Woods hired two UW-Stout students who worked with UW-Stout food and nutrition professor, Dr. Lalmin Kassama, to optimize the baking process and test the recipes for commercial production. Dr. Kassama also helped scale and perfect the recipes and research bakery equipment. However, the food labs at UW-Stout could support only 15 loaves per batch. Dr. Surdick was aware of some grant funding available from the Wisconsin Department of Commerce to assist community-based economic development. This grant fund and another fund from the federal Economic Development Administration enabled university specialists to perfect the original recipes for commercial production. The UW-Stout students taught one of the co-op owners how to bake the Green Bakery bread and developed the recipe for a new bread type -- cinnamon raisin. "We want to add more food products in the future," Woods added, "and we're hiring another Stout student soon. I will definitely come to Stout for assistance again, and hire more Stout students as we expand the Green Bakery business, or add new businesses. The value added by UW-Stout and its students has been astounding." As a result of NWMOC's assistance, additional stores in Minnesota now carry Green Bakery Breads.

Results:

- * Projected sales increase of \$50,000.
- * Realized \$20,500 in cost savings.
- * Created 4 jobs.
- * Anticipate creation of 3 new jobs.

Testimonial:

"I can't say enough about how much the students and UW-Stout have helped us. They made the business with their drive, leadership, and competence."

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Ann Woods, Owner